FEBRUARY 1953

MARKETING ACTIVITIES

U.S. DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
Washington 25, D.C.

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MARKETING ACTIVITIES

Vol. 16 No. 2

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Washington 25, D. C.

A monthly publication of the Production and Marketing Administration of the United States Department of Agriculture, Washington, D. C. The printing of this publication has been approved by the Director of the Bureau of the Budget (March 28, 1950). Copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at a subscription price of $1.75 a year (domestic), $2.25 a year (foreign), payable by check or money order. Single copies are 15 cents each.

`Cross Country Below Zero

By Harold D. Johnson and C. Elliott Garver

Early in the afternoon of November 23, 1952, a full trailer load of frozen turkeys rolled into Medford, Mass. just in time for the Thanksgiving Day trade. It was newsworthy enough that these holiday birds had come all the way from California to the locality where the first Thanksgiving was celebrated. To marketing men, however, the real news was the fact--as proved by this first test--that frozen foods could be shipped over 3,000 miles by motortruck at well-below-zero temperatures.

Like many other "firsts" in history, this one also was beset with difficulties. The trip from Modesto, Calif., to Medford, just outside Boston, took 11 days, what with delays for repairs to the truck tractor and minor mechanical difficulties with the trailer refrigeration system which, at one time permitted the temperature of the cargo to rise to about 3° below zero. Despite these troubles, average temperature of the cargo at the unload point in Massachusetts was minus 13.4° F., a rise of only 2.6° above the minus 16° F. temperature average immediately after loading in California. This was low enough to protect any frozen food item and for a motortruck refrigerating system was rather remarkable.

Credit for the satisfactory results obtained in the test shipment must be given to the very efficiently insulated and well arranged trailer and the comparatively new, but excellent, mechanical refrigerating unit.

The test, supervised by the Marketing and Facilities Research Branch of the Production and Marketing Administration, USDA, was made possible through the cooperation of organizations which furnished the equipment and a turkey growers' association which provided the test cargo. Authority for the test run was granted by the Interstate Commerce Commission. The study, made under the Agricultural Marketing Act of 1946, was set up to provide an exacting test for the refrigerated trailer, which, up to now, has been available only on the West Coast. The economic feasibility of transcontinental shipments of frozen foods was not considered.

While mechanical refrigerating units for motortrucks have been used extensively for some time to protect perishable food shipments, and have proved their worth in this field; it is only recently that such equipment has become available which will hold intransit temperatures at the 0° F., or lower, required for protection of an increasing number of frozen food products.

A comparatively new mechanical refrigeration unit entered the transport refrigeration field recently and has come into fairly extensive use in motortruck transportation in the west coast area. As part of the con-

tinuing studies of the Marketing and Facilities Research Branch on improved transportation equipment (MARKETING ACTIVITIES, July 1952), the transcontinental shipment of frozen turkeys was made to determine the effectiveness of this new unit, in an excellently designed trailer, in holding commodities at a sub zero temperature.

The trailer used in this test was a 35-foot tandem axle unit having a white enamel steel exterior. Insulation consisted of 6 inches of fiberglass and four layers of double-reflective metal foil vapor-seal paper. The material was alternately arranged so that there were 2 inches of fiberglass between the layers of paper. The interior shell of the trailer was of plywood construction. Vertical side wall ribs, 1 inch wide and $\frac{1}{2}$ inch thick, were spaced 12 inches apart to allow circulation of air downward along the side of the load. Lengthwise channels, 3/4-inch wide and 1-inch deep in the aluminum-sheathed floor, on which were placed removable floor racks of perforated aluminum extruded channeling riveted together with approximately 1-inch of additional clearance provided for circulation of air under the load. Wood spars, measuring 2 inches square and spaced $8\frac{1}{2}$ inches apart running crosswise of the trailer, extended from the floor to within 16 inches of the ceiling at a point about 27 inches from the forward wall. This prevented any loading of cargo under the evaporator coil as well as any shifting of cargo against or under the evaporator unit.

The evaporator unit was mounted in a space about 24 inches deep and extending 36 inches down from the ceiling. The air delivery vent measured 6 inches high and 48 inches across. A sheet of canvas 5 feet wide and 20 feet long was fastened to the bottom and side edges of the air delivery vent and suspended 1 inch from the ceiling by eye-hooks running the length of the canvas on each side. This aided the delivery of cold air to the rear of the trailer and the clearance between the ceiling and the canvas allowed a spillover of cold air along the way. The shell surrounding the evaporator coil was open at the bottom in order to provide an entrance for the return air.

The engine, generator, compressor and condensor were combined into one assembly and mounted under the trailer. Once started, the engine ran continuously and refrigeration was controlled by modulating the speed. The unit operated at high speed (1900 RPM) until the air temperature inside of the trailer reached the desired level. The thermostatic control then reduced the engine to low speed (1100 RPM) at which rate it operated until the air temperature in the trailer rose sufficiently to actuate the thermostat. The cycling from high to low speed provided constant air temperature control within plus or minus 2°F. Defrosting of the evaporator coil was accomplished by manual switches on the control panel of the compressor assembly mounted under the trailer.

Several days before the test shipment began, a pre-cooling study was made of the equipped trailer. At a thermostat setting of minus 30° F., the interior temperature was dropped from about 66°F. to minus 5.5° F. in 2 hours and 45 minutes. During the transcontinental test run, the thermostat was set at minus 20° F.

The trailer was loaded out of Modesto on November 12, 1952, but the trip to the East Coast did not begin until the evening of the following day from Los Angeles. During the trip minor trouble developed in the refrigerating equipment, and the trailer had to be opened to make an adjustment. On November 18, the tractor developed fuel pump trouble and it was necessary to lay over two days in St. Louis, Mo., for repairs. During this period the refrigerating equipment continued operating and the load temperature was dropped considerably. Although a gradual rise in temperature occurred during the balance of the trip, probably caused by failure to defrost the evaporator coil, average final temperature for the load, registered at Medford in the afternoon of November 23, was minus 13.4° F.

Of the 273 individual temperature readings taken during the trip, only 5 were above zero. These readings were made in various parts of the load with electrical equipment that did not require opening the trailer. The highest reading was 4°F. and the lowest minus 26° F. The very few warm temperatures recorded, evidently due to malfunction of the expansion valve of the cooling equipment, still were lower than maximum temperatures generally found in previous tests of mechanical refrigerating equipment for motor trucks.

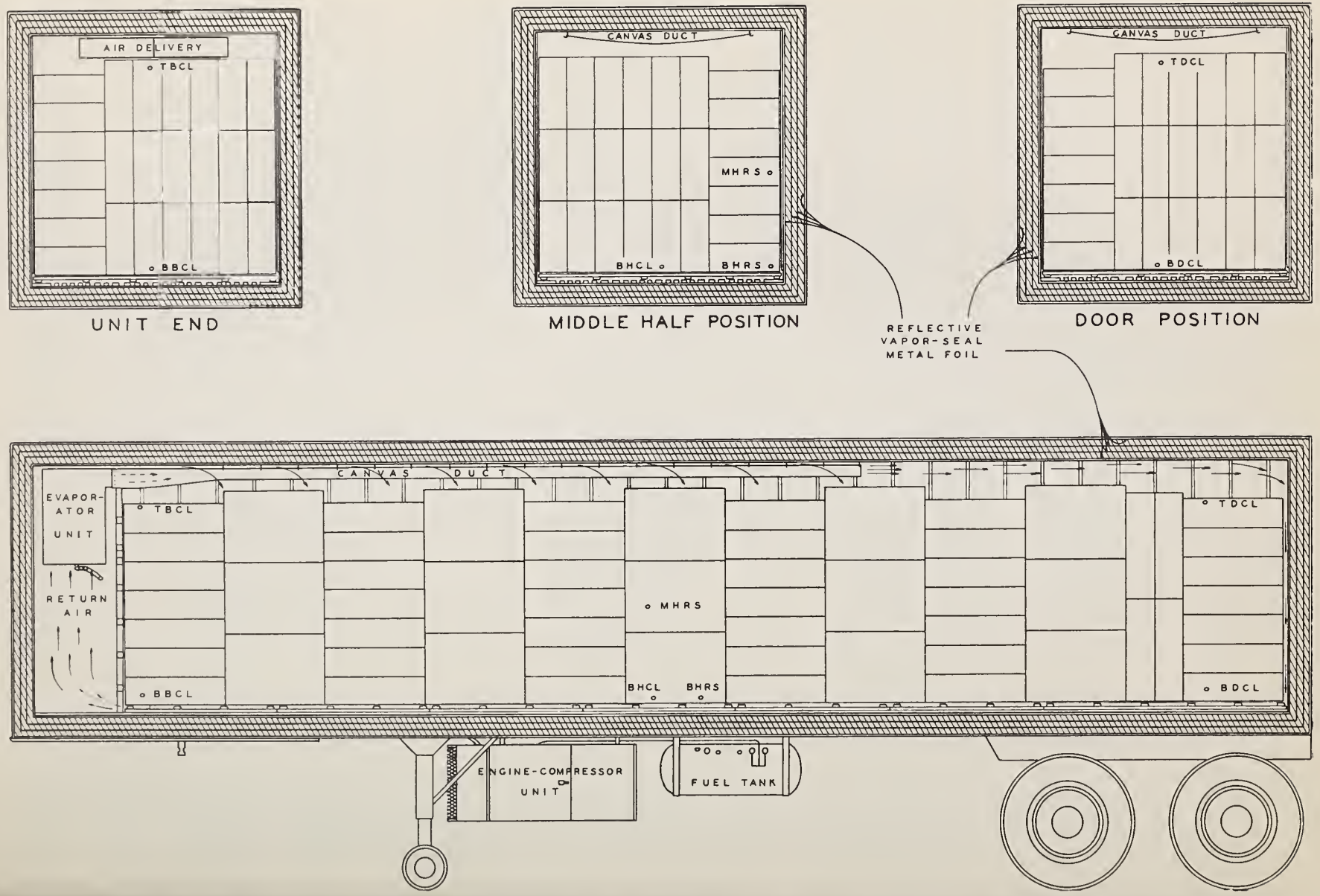
The canvas duct used on the air delivery vent was very effective in channeling cold air to the rear of the trailer, but it was evident that greater uniformity in temperature would be attained through re-arrangement of the duct to provide slightly more spill-over at the air delivery of the evaporator unit so as to cool the front of the load. Increasing the clearance between the load and the walls of the trailer, and providing an easier flow of air under the load from front to rear also would help in obtaining uniform temperature. This also would permit the refrigerating unit to furnish adequate protection at a higher thermostat setting, with less wear on the unit and lower fuel costs.

Outside temperatures during the trip ranged from 37°F. to 87°F. Although in the extreme heat of mid-summer weather warmer load temperatures naturally would be expected, it is doubtful that they would be high enough to nullify the unusually good refrigeration demonstrated in this test. Further tests under summer weather conditions should be made, however.

The drawing on the next page shows the trailer layout and method of loading the cases of frozen chickens. The letters TBCL, MHRS, BDCL, etc. indicate points at which temperature readings were taken on the cargo.

On page 7 are charts showing temperature changes during the period of shipment. The charts in Figure 1 show (top) the outside temperature changes recorded during the trip and (bottom) average temperatures of the cargo at the bottom of the trailer load and at the top of the load. The charts in Figure 2 show (top) minimum, maximum, and average temperatures at the top of the cargo during the trip and (bottom) similar temperatures for the bottom part of the cargo.

A report covering this study, which will contain considerable more detail, is now being published. It should be available from the Marketing and Facilities Research Branch, PMA, within about six weeks.


AIR DELIVERY
TBCL
BBCL
UNIT END
CANVAS DUCT
MHRS
BHCL
BHRS
MIDDLE HALF POSITION
CANVAS DUCT
TDCL
BDCL
DOOR POSITION
REFLECTIVE VAPOR-SEAL METAL FOIL
CANVAS DUCT
EVAPOR-ATOR UNIT
RETURN AIR
TBCL
BBCL
MHRS
BHCL
BHRS
TDCL
BDCL
ENGINE-COMPRESSOR UNIT
FUEL TANK

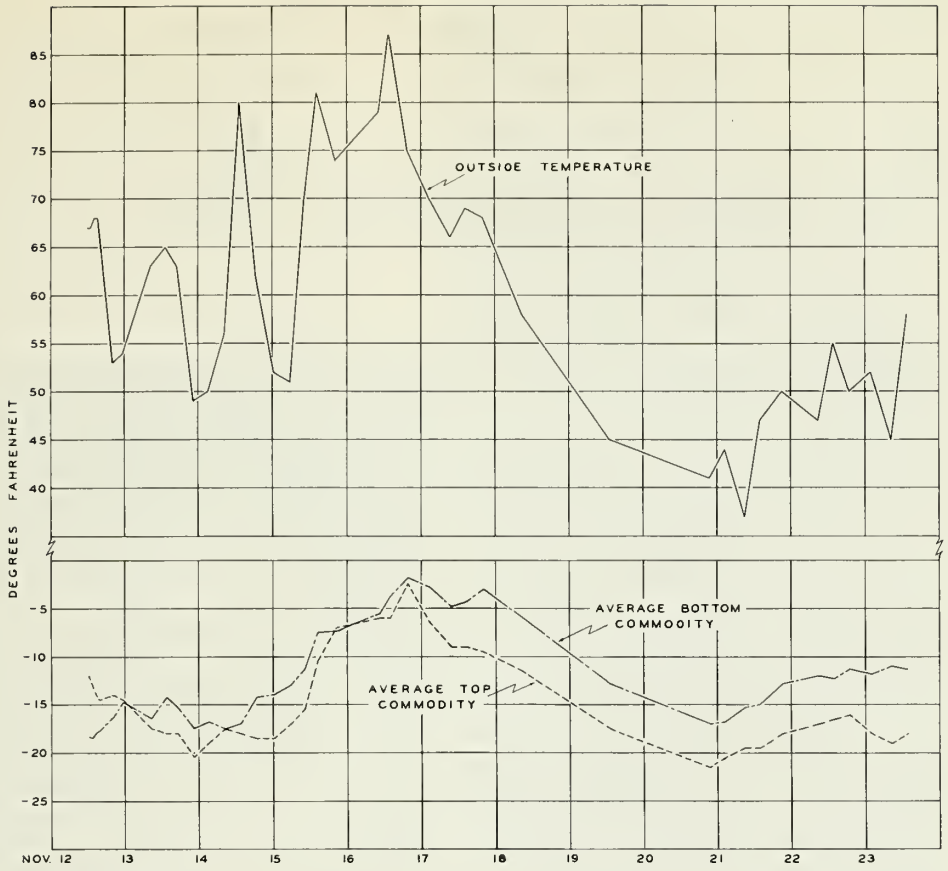


Figure 1

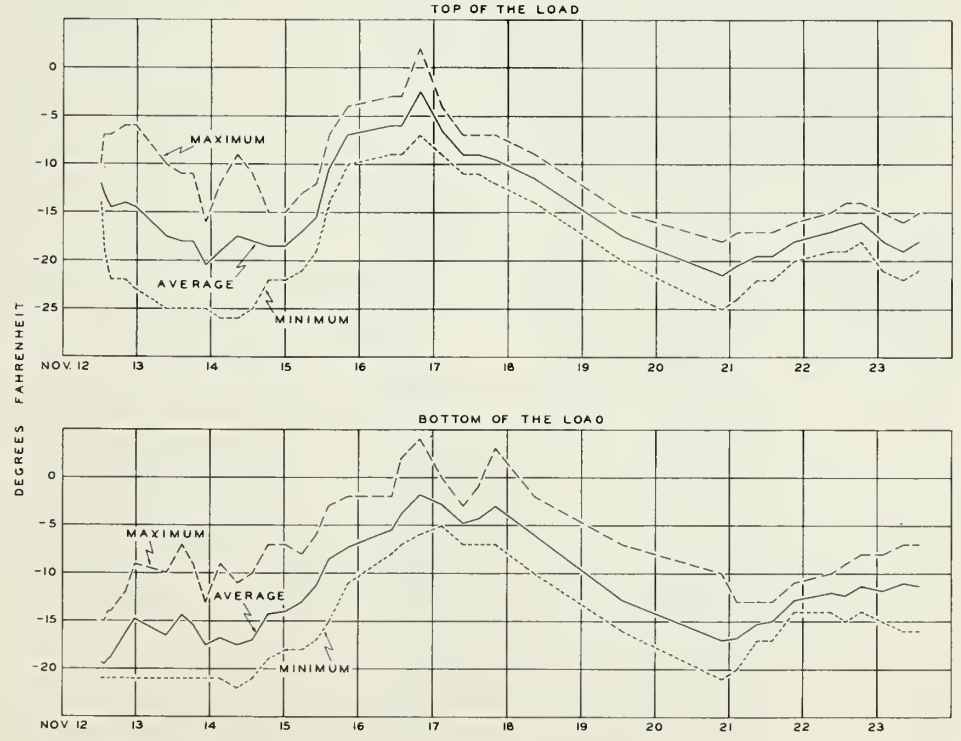


Figure 2

Modern Egg Assembly Plant

By Norman G. Paulhus and Frank P. Delle Donne

Do you want plans for a highly efficient egg assembly plant? If you do, you'll find them on page 10. The plans shown are for a plant that is completely air-conditioned, has adequate cooler storage space, and other modern facilities. It easily can handle up to 50,000 cases of eggs annually, can readily be expanded to meet an increased volume, and is suitable for construction practically anywhere in the country.

It is designed to meet the need, known to exist in many egg production areas, for improved marketing and handling facilities. Recent studies of operations in country egg buying and assembly plants have shown that losses due to quality deterioration in handling eggs are tremendous. One such investigation in the North Central States revealed that in that area alone such losses were running close to $20,000,000 annually (MARKETING ACTIVITIES, September 1950).

Development of the air-conditioned egg assembly plant originated with the desire of a cooperative organization to improve egg marketing for its members. It enlisted the support and cooperation of State and Federal agricultural specialists having a similar interest in improving egg handling. The manner in which they came together was fortuitous. Final plans for the model plant, however, might well be described as a "by-product" of research under the Agricultural Marketing Act of 1946. Here, briefly, is how it happened:

In 1951, a forward looking creamery and egg cooperative, in Iowa, started the ball rolling by instituting a grade marketing program for eggs for its members. With the assistance of a specialist from the Extension Service at Iowa State College, the co-op constructed a modest handling facility. The grade buying program caught on and there was need for expansion. At the same time, the co-op became interested in full quality control through the handling of eggs under complete refrigeration.

Again the Extension specialist was called in. He knew that the Marketing and Facilities Research Branch of the Production and Marketing Administration was at that time making a study of materials handling in Iowa egg plants (A report on this study is being prepared). The PMA men were asked to assist in designing the plant improvements. Drawing on features of the most efficient egg handling facilities they had studied, the PMA specialists adapted them with improvements to meet the requirements of the co-op plant. After further studies by plant officials and minor changes, the new plant was set up. Following consultation with PMA's Poultry Branch, the Marketing and Facilities Research Branch, made some other slight modifications, in the plant layout shown on page 10.

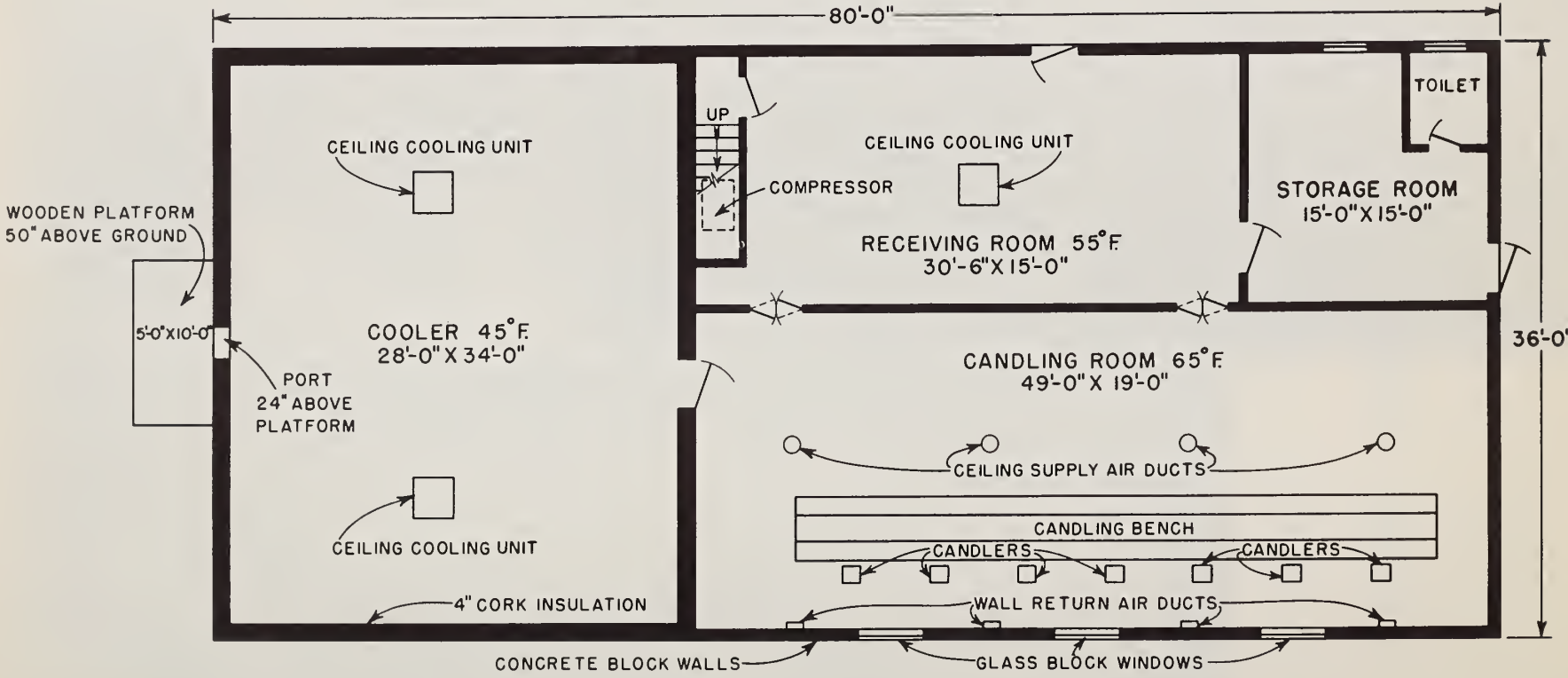
Iowa creamery cooperative egg assembly plant, the layout of which is discussed in this article. The original 30x36 foot section of the building, painted white, is now the cooler room.

Air-conditioning unit in attic out of way of operations.

Ceiling type cooler unit in cooler room.

Candling room with ceiling and wall air inlets and outlets.

AN AIR CONDITIONED EGG ASSEMBLY PLANT



SCALE OF FEET

0 5 10 15

NOTE

HEATING & AIR CONDITIONING UNITS LOCATED IN ATTIC.

ADDITIONAL STORAGE AREA IN ATTIC. 17'-6"X80'-0" (1400 SQ. FT.)

Outstanding feature of this plant is complete temperature control of eggs from the time they are received until loaded out. It is accomplished through two separate systems, one for refrigeration and one for complete air-conditioning. Refrigeration equipment consists of a 5-horsepower condensing unit and 3 ceiling type unit coolers, two in the cooler room and one in the receiving room. The power unit and compressor, is located under the stairway. The air-conditioning system consists of a horizontal oil burner and a 2-horsepower air-conditioning unit in the attic over the candling room to minimize the length of the ducts leading to the various outlets in the room below.

Temperatures shown in the plant layout were recommended by PMA's Poultry Branch. In the receiving and candling rooms it is possible to lower temperatures over night, eliminating movement of eggs into the cooler and preventing them from "sweating" during candling the next day.

Following candling and packing, eggs are transferred to the cooler and accumulated for shipment. In an emergency, the cooler shown in the layout could hold 1,800 cases, but it is doubtful there would be need for so much storage. The Iowa plant ships in trailer loads of 500 cases and if eggs are shipped two or three times a week the cooler space shown should meet most needs. Size and location of the loading-out port in the end wall of the cooler room is important. It should be high enough to permit the use of conveyors arranged in a continuous line so as to minimize handling. The wooden platform outside the cooler room, shown in the layout, was not used in the Iowa plant, but it will expedite truck loading. The arrangement shown in the plan allows one man in the cooler room to supply eggs to two men loading a truck.

Some features of the plan might require change to meet local conditions, increases in volume of eggs handled or the use of different types of equipment. It would be desirable to construct the floors and platforms of the plant at truck-bed height, keeping in mind the variations in the height of truck beds on the route trucks and those on over-the-road trailers for outbound shipments. The lack of office space and the limited uncooled storage area provided in the plan may need to be changed, but they were not important to the Iowa plant.

Although capacity of any egg handling plant is difficult to determine because this capacity is limited by the output of the candlers and the quality of eggs received, the plant shown should be able to handle about 1,000 cases a week. Inexperienced candlers or dirty, mixed or small lots of eggs would cut this down. While no cost estimate was made for the plant shown, economies are known to exist, particularly in substitutes for the cork insulation used. USDA engineers recommend that, depending upon location, thought be given to use of such substitutes as sawdust, crushed corn cobs, rice or cottonseed hulls. All of these substitute materials should be treated to make them vermin proof and fire resistant.

Although the plan given here may not meet the requirements of all types of egg assemblers, it is proposed as a guide which incorporates many of the features basic to an efficient plant layout.

Research Needed

By George L. Prichard

Wanted: Additional research technicians, marketing economists, and progressive manufacturers who can develop new markets for hundreds of millions of pounds annually of inedible tallow and grease during the next few years.

This imaginary ad says nothing about salaries. But anybody who can find an answer to this complex marketing problem can be sure of a large reward. There is a major problem here, however. Marketing specialists in the U. S. Department of Agriculture feel that present abundant supplies of inedible fats, and indications of still larger production, present a challenge to the ingenuity of research and marketing personnel unequaled by any other agricultural product.

The problem is not new. The Congress, in 1949, earmarked funds for research directed toward the expansion of marketing outlets for these products. The Fats and Oils Branch, Production and Marketing Administration is now winding up a marketing research study made along these lines under the Agricultural Marketing Act of 1946. One report in this study, indicating that the most promising outlet for the commodities is in the industrial chemical field, has been published. Another report is in process of publication covering possibilities of expanded use in synthetic detergents and through improvement in emulsifiers.

While this study has served a useful purpose, it, and the outlook picture for these products, points up the need for still further research on new market outlets where the prospective supplies of the commodities should encourage their use as raw materials.

Inedible tallow and grease, like molasses, and certain other farm byproducts in the past, might be described as victims of technological progress. Not only have their supplies been increased by greater output of the products from which they are derived, but methods for extracting them from the basic product have been tremendously improved. Then, too, this has occurred during a period when their historic markets were being taken over by synthetic materials.

About 15 to 20 percent of total domestic production of fats and oil is accounted for by inedible tallow and grease. National production of these inedible fats jumped from an annual average of 1.3 billion pounds in 1938-42 to approximately 2.3 billion pounds in 1952--an increase of 77 percent. The increase in livestock production and slaughter over the period only partly accounts for the gain in inedible fats production. Spectacular growth of the rendering industry itself has played an impor-

tant part. The number of rendering plants have increased, and technological improvements in rendering methods have added considerable to annual production.

Historically, the major domestic use of inedible tallow and grease is soap making. This market has steadily declined since World War II. In 1951, the amount of these inedible fats used in soap making was lower than at any time since 1940. There is little doubt that the meteoric rise of synthetic detergents has displaced several hundred million pounds of inedible tallow and grease in the soap industry. About 1,200 million pounds of synthetic detergents were produced and sold in 1951, more than 35 percent of all detergents sold that year. It has been estimated that by 1960 synthetic detergents will take about 50 percent of the domestic detergent market, displacing additional tallow and grease from the soap industry.

Another large outlet for inedible fats was in glycerine, which is obtained as a byproduct from soap and fatty acid production. As this market expanded with the expansion of the chemical fabricating industries, synthetic glycerine appeared and took an increasing share. It is estimated that present synthetic production is about 20 percent of total glycerine production. The synthetic is able to compete with the natural product in practically all uses except food products and food wrappings.

A sizeable outlet for inedible tallow and grease has recently been found in the export market. Net exports of the products rose from about 10 million pounds in 1946 to over 500 million pounds in each of the last three years. Preliminary reports indicate exports of over 700 million pounds in 1952. The foreign market looks promising for the immediate future, although there is a possibility that competition from synthetic detergents abroad will increase during the next several years.

The Fats and Oils Branch study of possible new market outlets (Marketing of Nondrying Industrial Fats and Oils as Affected by Processing Methods), showed that unstable prices have been a major deterrent to extensive development of fats and oils derivatives. The chemical industry has been reluctant to plan research for new products and markets based on fats and oils because more reliable economic evaluations could be made for the same work based on materials more stable in price. The present and indicated supply picture for tallow and grease should remove this price instability factor, however.

For some time tallow and grease prices have been at about the same level as during the depression period of the early thirties. In fact, on the basis of current dollar value, today's prices are lower than then. A successful program for the development of new markets should lift prices from these "depression" lows and stabilize them at levels which would permit production at a profit but still encourage their use as raw materials for new and improved products.

As pointed out previously, it was found that probably the most fertile field for research for new products appears to be in the chemical industry where one of the principal raw materials is fatty acids from

animal fats and vegetable oil foots. Supply of the latter is limited to refining losses, which continuously are being reduced by improvements; therefore, unless there is an increase in vegetable oil production, any great expansion in the fatty acid industry would have to result from the use of animal fat.

Any research program directed toward the discovery of new uses for fatty acids should be coordinated to include work on all the major acids found in tallow and grease. Fatty acids are looked upon as a basic raw material for a host of products. (These and products made from modified fatty acids are discussed in the report cited above.) Commercial development of comparatively pure fatty acids and fatty acid derivatives has led to new product uses and expanded existing uses, but the volume of this research does not appear sufficient to maintain a healthy economy in the tallow and grease industry.

Examples of coordinated efforts in research are the recent actions of the Pacific Coast Renderers Association which, recognizing the need for new outlets for tallow and grease, has contracted for laboratory investigations directed to this end, and the National Renderers Association which has recently appropriated a considerable sum of money to expand these efforts. Cooperative effort by industry along these lines would eliminate duplication of efforts by individual firms and make the results available to the entire industry.

Synthetic detergents present a limited field of use for tallow and grease. A great deal of research has been devoted to this use, but even if the total production of synthetic detergents were based on animal fats, only about one-third as much fat would be required as would be required to produce an equal amount of soap.

There will be no easy solution to the problem of finding profitable outlets for increasingly heavy supplies of inedible tallow and grease. But a solution can--and will be--found through the combined efforts of all concerned.

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1953 PRICE SUPPORT LEVELS

Price support levels for 1953 crops of several important farm commodities recently have been announced by USDA. They are: Cotton, upland, basis Middling 7/8 inch, 30.80 cents per pound, gross weight, extra-long staple, 73.92 cents per pound, net weight, with minimum levels for American-Egyptian, 74.52 cents per pound and Sealand and Sea Island, 56.22 cents per pound. Corn, $1.58 per bushel. Rice, $4.84 per hundredweight. These are minimum support levels based upon 90 percent of current parity and will be increased if that basis is higher at the beginning of the new marketing year for the respective crops. Dairy product prices are to be supported at 90 percent of parity for another year beginning April 1, through offers to purchase butter, cheese, and non-fat dry milk solids.

Rise In Raisin Sales Sought

Along in May, you are going to be urged to eat raisin pie, raisin bread, raisin candy, or just plain raisins. All this emphasis on raisins won't be happenstance. Since early this year, the raisin industry, with the cooperation of the U. S. Department of Agriculture, has been working out plans to make you a heavier consumer of this tasty, healthful food.

The industry and the Production and Marketing Administration hope that the raisin campaign will be as successful in making us a Nation with "iron" constitutions as a similar program for honey last year was in "sweetening" our dispositions.

Early in the spring of 1952, the Production and Marketing Administration lent the support of the Department's "Plentiful Foods Program" to the beekeeping and related trades in an all-out merchandising drive on honey, aimed at the peak of marketing beginning last October. This was the first time a "plentiful food" campaign had been planned so far ahead. It proved timely and highly successful. In the face of a sizeable increase in production, it is estimated that the honey publicity moved an additional 10 million pounds of the product through normal trade channels and at prices above those of the previous year.

The special "plentiful foods" program, being set up at the request of the raisin industry, will enlist the support of all segments of the food trades, allied groups and services, including all information media, in a merchandising drive aimed at the period May 10 to 16.

The 1952 raisin crop - the one now supplying the market - is the largest since 1947. Latest figures indicate that the quantity available for use by the baking industry, confectioners, food service establishments, and to wholesalers, brokers, retailers and others in the food trade is about 25,000 tons over that of a year ago.

Of the raisins used in this country each year, 30 to 40 percent go to bakers and confectioners and about 10 percent are used by hotels, restaurants and institutions.. The retail trade receives its share in 15-ounce cartons for grocery stores and markets and in 1½-ounce boxes for snack bars and newsstands.

California, which produces all of the raisins in this country, furnished over half the world's supply. More than 90 percent of the California raisins are made from Thompson Seedless Grapes. The remainder consist of Muscats, Sultanas, and Zante Currants. For several years, per capita consumption of raisins in the United States has held fairly steady at slightly under 2 pounds. When raisins are available, per capita consumption in Europe is about twice this.

New Meat Grade Stamps

Since February 10, 1953, the Federal grade stamp for meats has had a new look. Shown along the right hand margin of this page are the new stamps for the grades of meat which are likely to be found in retail stores.

The new stamp will be used on all federally graded beef, veal, calf, lamb, and mutton, in a ribbon-like form on the meat carcasses. It replaces the former Federal grade stamp for meats which gave the grade name and, at intervals, the letters "USDA," but which did not bear the shield.

The new stamp has been registered with the U. S. Patent Office and any unauthorized use of it is prohibited under law. This protection was not provided for the former grade stamp.

All wholesale and most retail cuts of federally graded meats will bear the new grade designation, which is stamped on meat with a harmless purple vegetable preparation that usually disappears in cooking. Federal grading of meat enables consumers, meat retailers, wholesalers, and others to buy and sell meats on the basis of a uniform quality standard which is recognized throughout the country.

Federal grading of meat by highly trained civil service employees is available on a voluntary basis to slaughterers and others and is self-supporting through fees charged to users of the service. In addition to the grades shown, the other Federal meat grades are: "Cutter" and "Canner" grades for beef and "Cull" for veal, calf, lamb, yearling mutton and mutton. In the case of veal, calf, yearling mutton and mutton meat, the kind of meat is also stamped on the carcass along with the grade.

* * *

GEORGIA FARMERS' MARKETS BOOST VOLUME

Georgia State farmers' markets did a total volume of business last year of over $75 million as compared with slightly over $61 million in 1951, according to reports issued recently by Tom Linder, State Commissioner of Agriculture and W. L. Cathey, chief of the State Bureau of Markets.

Of the 22 markets in operation in the State last year, all but four showed a gain in business volume over the previous year, with the increase at the Atlanta market running over $3 million. In dollar volume, potatoes led all commodities in total sales at all markets, followed by tomatoes, bananas, dry onions, and apples. Other commodities running over $1,000,000 in volume last year were: oranges, lettuce, watermelons, pole beans, sweetpotatoes, grapes, green corn, and snap beans.

Marketing Briefs

(The program announcements summarized below are more completely covered in press releases which may be obtained on request from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. by citing the code number given at the end of each item.)

Cotton.--Secretary of Agriculture Ezra Taft Benson called an industry-wide cotton conference to be held in Washington on February 12 to advise him on current and prospective problems. Invitations were sent 53 leaders in agriculture and the cotton industry. (USDA 295-53)...In a statement to the conference, the Secretary stressed that the Department really wanted advice; had "no cut and dried program"; and wanted to know how to improve the cotton program. (USDA 348-53)...Recommendations of the conference covered 13 points, the majority of which were aimed at "the most serious problem currently facing the cotton industry," the drop in exports. (USDA 356-53)...The Secretary appointed a seven-man committee to study the cotton export situation and make recommendations directed at enlarging the foreign market for the crop. (USDA 352-53)...Announcement has been made that USDA stocks of cotton linters held by CCC will be offered for sale to meet apparent present market demand. (USDA 304-53) Through February 6, CCC had made loans on 1,796,753 bales of 1952-crop cotton. (USDA 335-53)

Dairy.--USDA announced that 24 million pounds of butter acquired under the 1952-53 dairy price support program will be donated for distribution through school lunch programs and to other eligible outlets. Bids for printing and repacking this amount of butter were invited. (USDA 117-53)...The following actions were taken on milk marketing orders during the past month: USDA has recommended changes in the manufacturing milk price provisions of the PHILADELPHIA, Pa., order. (USDA 366-53). Adjustment of Class I milk price differential of the FT. WAYNE, Ind., order has been approved by USDA. (USDA 359-53). Certain pricing provisions of the five NEW ENGLAND orders were suspended by USDA to prevent an unseasonal change in the February-March minimum Class I price there. (USDA 212-53) USDA has recommended no action on remaining proposals to change the NEOSHO VALLEY (Kansas-Missouri) marketing order. (USDA 175-53). Four proposals for changing the SPRINGFIELD, Mo., order have been denied. (USDA 287-53) Hearing was to be held February 16 on proposals to change pricing provisions of the KNOXVILLE, Tenn., order. (USDA 321-53). Final approval of amendments to the supply-demand and other provisions of the TOLEDO, Ohio, order was announced. (USDA 330-53). Hearing was to be held February 19 to consider changes in the Class III price provisions of the CLEVELAND, Ohio, order. (USDA 345-53). Changes in prices for milk used in manufacturing dairy products under the DETROIT, Mich., order were to be considered at a hearing on February 20. (USDA 346-53). John J. Million, South Bend, Ind., has been named administrator of the SOUTH BEND-LAPORTE Ind., order.

Fruits and Vegetables.--Revised standards for grades have been announced for the following: Fresh PINEAPPLES, effective February 23, 1953, (USDA 148-53); California and Arizona ORANGES, effective March 8, 1953,

(USDA 272-53); MUSTARD and TURNIP GREENS, effective March 8, 1953, (USDA 272-53); Canned GREEN BEANS and canned WAX BEANS, effective March 1, 1953 (USDA 191-53). Standards and grades have been proposed for: DANDELION GREENS, (USDA 148-53), and COLLARD and BROCCOLI GREENS, (USDA 108-53)... At the request of the Virginia Flower Growers Association, USDA has proposed a grading program for cut DAFFODILS. (USDA 184-53)

Grain, Hay, and Seed.--Purchases of RICE for the U.S. Army for shipment to Korea were announced in three lots during the past month: 21,000 hundredweight (USDA 365-53), 197,032 hundredweight (USDA 244-53), and 36,000 hundredweight (USDA 163-53). CCC has announced that it will substantially reduce the amount of CORN offered for sale from its holdings. (USDA 303-53). Continuation of the emergency program for HAY supply to designated drought areas has been announced by Secretary Benson. (USDA 315-53)...USDA announced that it has received many inquiries concerning SEED offered for sale as "wild white clover" and represented to be of New Zealand origin. There have been no importations in recent years of "wild white clover" seed from New Zealand under the Federal Seed Act. (USDA 111-53)

Insecticides.--Detailed instructions on changes in the Federal Insecticide, Fungicide, and Rodenticide Act have been issued and may be obtained from Insecticide Division, Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C. (USDA 305-53)

Livestock.--Secretary Benson made public a statement favoring the removal of OPS controls and regulations on meat. (USDA 213-53)...Secretary's statement stressing orderly cattle marketing and development of consumer demand. (USDA 259-53)...Secretary's statement on annual January 1 inventory of livestock and poultry on farms and ranches, BAE, (USDA 360-53)

Poultry.--Poultry grading and inspection regulations have been amended, effective March 6, to give the Administrator of PMA greater discretion in rejecting applications for poultry grading, or in denying these services to persons already receiving them. At the same time, USDA proposed minor changes in poultry grading regulations to reduce the minimum number of containers of poultry required to be examined as a representative sample in official grading. (USDA 227-53). USDA announced the end of the surplus removal program for 1952-crop turkeys in which 48,435,461 pounds, at an estimated cost of $26,113,335, were purchased. (USDA 215-53)

Sugar.--Fair and reasonable prices for 1953 crop Hawaiian sugarcane which must be paid by plantations there that process sugarcane purchased from other growers, in order to be eligible for Sugar Act payments. (USDA 128-53). Similar prices for 1952-53 crop Puerto Rican sugarcane, which processors there must pay to be eligible as producers for government payments, also have been announced. (USDA 123-53). Minimum wage rates that must be paid, as a condition for receiving Sugar Act payments, by producers to workers employed in production, cultivation, and harvesting of 1953 crop sugar beets in California, Southwestern Arizona, Southern Oregon, and Western Nevada have been set 5 cents per hour higher than in 1952. (USDA 124-53)

ABOUT MARKETING

The following addresses and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach and mail to the Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C.

Publications:

High-Grade Alfalfa Hay, Methods of Producing, Baling, and Loading for market. Farmers' Bulletin 1539 revised June 1952. 29 pp. PMA (Printed)

High-Grade Timothy and Clover Hay, Methods of Producing, Baling, and Loading for Market. FB 1770 revised November 1952. 17 pp. PMA (Printed)

Facts About Cotton. Leaflet No. 167 revised September 1952. 8 pp. PMA (Printed)

U. S. Standards for Pineapples (Effective February 23, 1953). January 28, 1953. 3 pp. PMA (Processed)

Agricultural Conservation Program (MAPS 1951). December 1952. 61 pp. PMA (Processed)

Data Relating To The Marketing of California-Arizona Oranges, Seasons 1933-34 to 1950-51. January 1953. 32 pp. PMA (Processed)

U. S. Standards for Grades of Fruit Preserves (or jams) Effective January 23, 1953. 5 pp. PMA (Processed)

Annual Report on Tobacco Statistics 1952. Statistical Bulletin 117. December 1952. 71 pp. PMA (Printed)

Peanut Snack and Peanut Spread, Potential New Products. Marketing Research Report No. 29. December 1952. 36 pp. PMA (Printed)

Price Support Handbook. November 1952. 41 pp. PMA (Processed)

Consumer Purchases of Fruits and Juices in December 1952. January 1953. 16 pp. (PMA) (Processed)

(Be certain you have given us your name and full address when ordering statements or publications. Check only the individual items you wish.)

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